



PATENTS  
IS/074 CONT 4

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicant(s) : Thomas E. Ward III et al.  
Application No. : 10/066,811 Confirmation No. :  
Filed : February 4, 2002  
For : SYSTEM AND METHOD FOR MODIFYING  
ADVERTISEMENT RESPONSIVE TO EPG  
INFORMATION

Group Art Unit :

RECEIVED

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

FEB 04 2004

Technology Center 2600

ASSOCIATE POWER OF ATTORNEY

Sir:

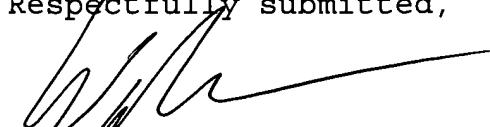
The undersigned hereby appoints the following  
attorneys or agents to transact all business in the Patent and  
Trademark Office pertaining to the above-identified United  
States patent application:

Eric Chen, Esq., Reg. No. 43,542  
Jeffrey H. Ingerman, Esq., Reg. No. 31,069  
Joseph M. Giuliano, Esq., Reg. No. 36,539  
Richard M. Feustel, Esq., Reg. No. 46,698  
Alexander Shvarts, Esq., Reg. No. 47,943  
Peter F. Snell, Reg. No. 52,235  
Patrick Zhang, Reg. No. 52,394

I hereby certify that this  
Correspondence is being  
deposited in the U.S.  
Postal Service as First  
Class Mail in an envelope  
Addressed to:  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450 on

1/28/04  
Claire J. Saint-Jean Goodman  
Signature of Person Signing

Respectfully submitted,

  
Wes Monroe  
Registration No. 39,778  
Attorney for Applicant(s)